

Table 8-1: Possible Circulator Name Subheadings

Subheading	Strengths	Weaknesses
Capital Connector	This suggests links with Metrorail and other transportation modes, as well as cross-town connections for meetings and other purposes.	It is very generic and provides limited new information about the nature or quality of the links involved.
Capital Connections	This slogan suggests multiple type of links.	It remains generic and may be seen as a cliché.
In-town Connector	This helps explain where the service operates and how it differs from other transit services.	It is flat and lacks excitement. Both words are too generic. This slogan could be used in any city.
Downtown Connector	This places the spotlight directly on the downtown center. It suggests that all trips lead eventually to downtown.	While this is an important role for the service, it presents only a partial picture. This slogan may not be appropriate for visitor markets.
Capital Core Express	This provides a better description of where the service operates. It also reinforces the suggestion that the service is fast and direct.	Some visitors may not understand the reference to “capital core.” And “Express” tends to imply limited-stop service on lengthy travel routes.
Metro Link Service or Metro Link Express	These candidates highlight the idea that the DC ZIP provides transportation for Metrorail users.	This may be too close an association with Metro. “Service” is too flat. “Express” may not be appropriate.
Single ride \$.50 All day \$2	If this fare information is included in the vehicle paint scheme, it will greatly increase visitor and worker understanding of the nature of the service. The low all-day pass price will reinforce the message to visiting families that this service is meant for them.	This requires displaying only some of the available fares. (Passes would be marketed separately.) Highlighting prices may degrade the overall sophistication of vehicle graphics.

With all of the paint scheme variations, it is recommend that the sides of project buses be kept free of outside advertising signs. If advertising revenue is needed, it is suggested that one of two strategies be pursued:

- 1) Exterior advertising can be limited to vinyl wraps on the backs of project buses only. Examples of “fullback” and “supertail” vinyl applications can be seen at http://www.obie.com/prod_gallery/pg-trans.html. These vinyl applications are typically sold for periods of at least six months. Experience elsewhere in the country suggests that when this type of artwork appears on the backs of buses, the advertising